R. J. Reynolds Tobacco Company

DORAL BOX

NEW BRAND INTRODUCTION

Account: B. EISLER 176520

Brand Promotion		New Doral Box	

Allocation (6M cs)		**2 cs Doral FFBx 1 cs Doral LtBx 1 cs Doral FFMBx**	
Payment		**.50 for each ctn allocated product sent to retail by 4/5/96 ($15.00/6M cs)**	
Date Product Shipped	**3/11/96**	**3/18/96**	**3/25/96**
Ordered 3/5/96 jpw	**1 cs Doral FFBx 1 cs Doral LtBx 1 cs Doral FFMBx**	**___ cs Doral FFBx ___ cs Doral LtBx ___cs Doral FFMBx**	**___ cs Doral FFBx ___cs Doral LtBx ___cs Doral FFMBx**
Promotion	**Placed on all contract displays**	**.30off/pack prebooked & paid by RJR Sales Reps**	**POS placed in all stores**
Product shipped to retail		**Immediately**	
Payment for prebooked black lined and stickered product		**28.00 per 12M case of product**	

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DORAL Full Flavor, Full Flavor Menthol and Lights Box

Direct Account Fact Sheet - Live Product

Introductory Allowances - Live Product

An introductory promotional payment of **$5 per 6M case** will be available on all DORAL Full Flavor Box, Full Flavor Menthol and Lights Box allocated and shipped between March 11 and April 5, 1996. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular terms on allocated purchases.

An additional **$10 per 6M case** will be available on all DORAL Full Flavor, Full Flavor Menthol and Lights Box allocated and shipped from the direct account to retail between March 11 and April 5, 1996. A one-time payment will be made to the direct account on product that was shipped to retail. Payments will be issued by RJR to the direct account.

Ordering

First Ship Date: March 11, 1996

Pricing

DORAL Box styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	List Price	Carton	6M Case
DORAL Full Flavor Box	$43.95/M	$8.79	$263.70
DORAL Full Flavor Menthol	$43.95/M	$8.79	$263.70
DORAL Lights Box	$43.95/M	$8.79	$263.70

Product Dimensions & Weights

	Length	Width	Height	Cube (ft.)	Weight
Pack	2.2047"	0.9055"	3.4055"	.004	.933 oz.
Carton	11.125"	1.875"	3.4375"	.041	10.13 oz.
6M Case	17.375"	11.3125"	11.125"	1.265	19.8 lbs.

UPC Information

	DORAL FF 83 Box	DORAL FF Menthol 83 Box	DORAL Lt 83 Box
Pack	12300-84099	12300-23283	12300-84199
Carton	12300-84013	12300-23284	12300-84113
6M Case	12300-84006	12300-23285	12300-84106

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